

Abstract

An inflatable cup holder secures a variety of beverage container sizes and shapes. The cup holder includes a shell having an inner wall defining an internal bore, the inner wall having an aperture therein. An inflatable bladder
5 adjacent to the aperture extends through the aperture and reduces the bore volume upon pressurization. An inflation device for pressurizing the bladder is located within the shell. A manual or air compressor inflation device operation are contemplated. A pressure release valve in full communication with the bladder prevents bladder inflation above a pre-selected threshold and also is
10 activated to release a beverage container from the inventive cup holder.